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1930

Standard Seed Savings

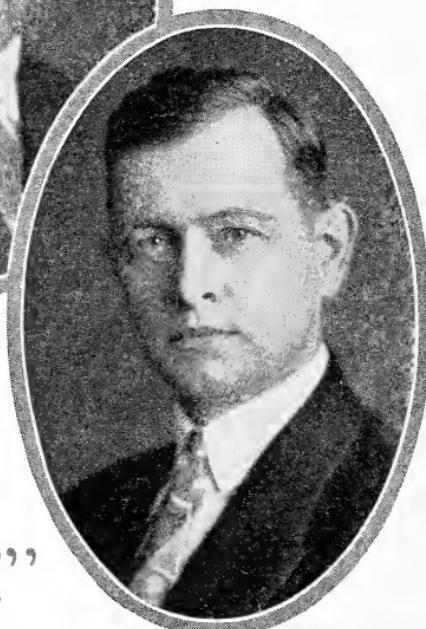


THE
SEEDS
OF
SUCCESS





CHAS. LECLUYSE
President



A. J. SEDLOCK
Secy.-Treas.

“Good
Friends
are worth
A Million!”

 ONE of our customers said this: “You boys got the right idea. You believe in staying right here on the job every minute, every day, and makin’ friends of each and every seed-buyer, whether you talk to him personally or by letter. You see that he gets just what he wants, no ifs or ands about it. You see that he gets service that glorifies the world. That’s what makes good friends and steady customers. And good friends are worth a million!”

This was flattering, but anyway it was nice to hear. And so, in handing you our 1930 Standard Catalogue and saying “Howdy,” we thank you for your favors and friendship of the past and want you to know that what our friend said above goes double in our feeling toward each and every one of you.

Your friends,

STANDARD SEED COMPANY.

Only One Thing Has Made Us Grow

THE thing that made our customers' crops grow made us grow. Seeds that satisfy. Nothing else counts with us but Customer Satisfaction.

The customer's success with our seeds means our success. A happy result for both.

The advantages you enjoy in buying Standard Seeds are these: We are **modern** seed specialists who believe in all new methods that profit the seed buyer.

We sell you only reliable seeds, we save you the middleman's profit, eliminating jobber and dealer, and supply your seed requirements at a low one-profit price.

Dependability in seeds spells the difference between crop success and failure. Cheap seeds are a costly speculation. Good seeds are a sound investment.

Standard Seeds are rightly named. They are of **standard good quality** always, year in and year out.

That's why Standard customers feel they can buy our seeds blindfolded and still be sure to get honest quality, and, by buying direct, making genuine savings on all purchases large or small.



What the Standard Guarantee Means to You

THE solid rock foundation upon which we do business is: Your money back if not satisfied. No fairer, squarer business principle will ever be invented.

Thus Standard customers never hesitate to send in any order they have in contemplation—they feel safe and sure about it. They know our money-back guarantee protects them now as it always has in the past. They know our wide knowledge of seeds protects them too. They know our direct selling plan is yet another protection—against high prices.

You save 20% to 25% on every order because nobody gets any profit out of your seed dollars except the one that should. You therefore get the utmost value in quality seeds without wasting a penny.

The Standard Way is the most economical and efficient way to buy seeds, as is proven by the growing army of Standard Seed customers, some of whose kind testimonials you will find in this catalogue—and we hope you will read

them carefully, for they are real and genuine—"spoken from the chest"—and mean what they say.



ALFALFA

First Among the Legumes

No one will question the supremacy of alfalfa in this respect. It is the dairyman's mainstay. It provides more green forage, more pasture and more dry hay per acre than any other known variety of hay or grass. The stock like it and for feeding, is worth more per pound of dry matter than any other forage. It is equal to the clovers as a nitrogen gatherer. Alfalfa is seldom included in the crop rotation idea, since a good stand, once established, will usually last from 3 to 10 years or more depending on the severity of the winters and on soil conditions. It withstands drought better than most of the other legumes because of its deep roots.

The Right Start

While alfalfa is a hardy mature crop, the seedlings are very tender. Certain conditions must be provided to attain best results. We are mentioning here some of the essentials.

ALFALFA Cannot Stand "Wet Feet"

Where a "hard pan" close to the surface prevents drainage, or where water stands, stagnates or freezes, alfalfa will not last long. It thrives on clay, loam, medium sandy or gravelled soils.

Will Not Thrive on Acid Soil

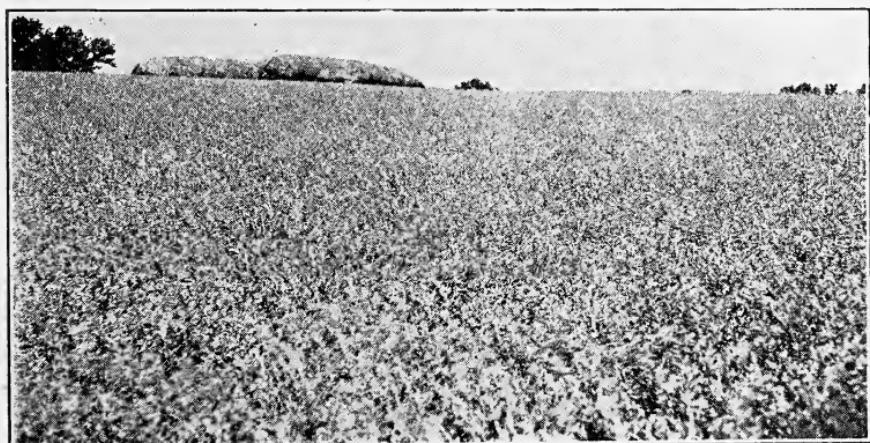
Test your soil before sowing alfalfa and put on lime if needed. Lime should be put on the previous autumn if possible.

Cannot Compete with Weeds

Seedlings, unlike established plants, cannot compete with weeds. Both seed and seed bed must be clean. For that reason, it is better to sow alfalfa on land which has been planted to some cultivated crop for one or two years previous.

Seed Bed Should Be Well Prepared

Be sure that the land is in the best possible condition of tilth before sowing. Best of all is a well-settled sub-surface and a fine surface loose to a depth of about 2 inches. Plowing the land in the fall, disking in the spring and harrowing to keep out weeds until sowing time, is the way to best obtain ideal soil conditions. Where fall plowing is not practicable, land should be broken several weeks in



Alfalfa Field

All Legumes should be Inoculated (See page 32)

advance of sowing. When alfalfa is sown the same season after the removal of a small grain crop, it is best to avoid plowing except on heavier soil. This is because there seldom is sufficient time lapsing for the soil to become properly settled before sowing.

Deficient Moisture—Bad

By all means, do not sow alfalfa when the soil is deficient in moisture. The result, in such cases, will prove disastrous.

Fertile Land Preferred

It is also hard to start alfalfa on poor soils. Land lacking in fertility should be well manured. Good corn land is good alfalfa land.

Small Cost to Inoculate

Lack of inoculation has caused many alfalfa failures. The cost—about 25 cents per acre—is too small to disregard. Sweet Clover will not inoculate or prepare soil for alfalfa unless the Sweet Clover is inoculated first.

When and How to Sow

To a great extent, the time to sow alfalfa depends upon local conditions. Any time after the seed bed can be put into condition during late spring or summer, you can sow alfalfa. Late summer plowings must be made early enough to permit the plants to become established before frost. Eight weeks is usually enough. Generally speaking, it is better to sow alfalfa without any nurse crop.

Sow it with a grain driller with seeder attachment, with a special alfalfa drill, or with a wheelbarrow seeder or a hand seeder. Cover it to bring into contact with the soil moisture.

Do Not Kill Its Start

Do not pasture your alfalfa the first season, and do so only lightly the second. Don't let stock graze it down so closely as to injure crown or new shoots, nor turn stock into it when ground is wet or frozen. Spring sowings usually may be cut once with safety so long as the cutting can be made 8 to 10 weeks before first frosts are expected.

When to Cut

When new shoots begin to grow on the lower part of the stems, or when first blossoms appear, you can cut your alfalfa. Or, you can wait until plants are in full bloom. Let your best guide be the growth of the new shoots, since weather conditions sometimes cause the plants to bloom but little or not at all. Early cut hay provides a slightly more palatable hay and one with more protein . . . also sometimes permits an additional cutting per season. However, it is well known that, even with one less cutting, the full bloom stage provides a larger total yield of hay, plus keeping the stand in better condition. The number of cuttings depends upon climatic conditions. In the south, eight are sometimes secured. About twice a season is considered safe in the middle west and northwest states.

Curing For Best Results

An effort should be made to get the hay into stack or mow with the largest possible proportion of leaves, since considerable of the feeding value is contained in the leaves. The less you handle the hay after it begins to dry the more it is worth. Rake hay before becoming brittle and cure in the cock unless weather is very uncertain, and do not put in barn until well cured. When stacked in the open, build stacks carefully and make as large as possible.

Alfalfa In Mixtures

Because of its ability to produce two or more cuttings in a season alfalfa is not generally well suited to sowing in mixtures with grasses and clovers. In humid districts where more or less difficulty is en-

countered in curing alfalfa the presence of some grasses may be of appreciable value in hastening the process, and, furthermore, some feeders prefer mixtures to alfalfa alone. Grasses are sometimes sown with alfalfa for pasturing to reduce the danger from bloat. Timothy is probably used in mixture with alfalfa more than any other grass because of its wide popularity. It is used to some extent in the east and to a considerable extent in parts of the northwest where alfalfa is grown under irrigation. There are quite a number of farmers who make a regular practice of sowing a little timothy with alfalfa on the theory that when the alfalfa dies out the timothy will fill up the vacant spaces and check the growth of the weeds. Orchard grass and meadow fescue are better suited for sowing with alfalfa than is timothy, as they mature more nearly with it.

Fighting the Crab Grass

If traces of crab grass are noticed, a cultivation after each mowing will help keep the grass down and will not injure the alfalfa in the least. Use a spike-tooth or spring tooth harrow, but not a disk harrow. Do not cultivate at all as long as stand is satisfactory and plants are growing good.

Principal Varieties

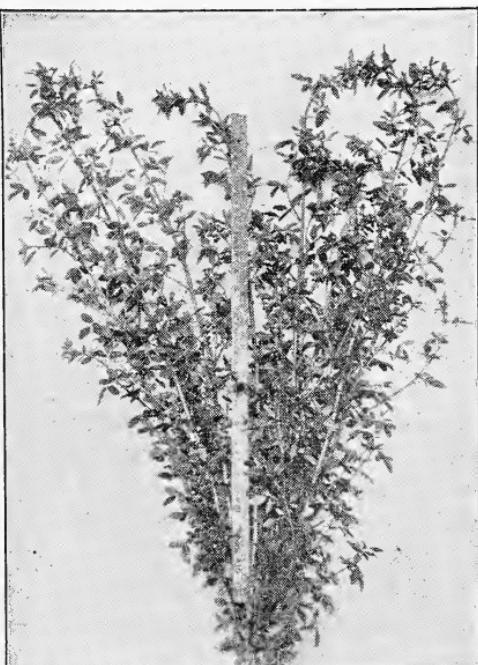
Common Alfalfa

The Hardy Northwestern and Kansas grown seed are the principal varieties and most generally used. They are both extra hardy types and most suitable for any locality. In some sections these varieties will do as well as the Grimm.

CLIMATE IS THE MOST IMPORTANT FACTOR: In the case of certain crops, especially alfalfa, claims have been made that seed produced on so-called dry land is harder than seed grown on irrigated land. The trials of the U. S. Dept. of Agriculture indicate that there is very little if any difference, seed from irrigated land producing fully as well as seed from dry land. Pedigree and climate are the only important factors in producing seed hardness.

Dakota No. 12

This is considered to be a very hardy type of alfalfa, however, we believe that our Northwestern common is fully equal to it in hardness and it can be bought at a much lower price. Dakota No. 12 derives its name from seed that comes from fields that have grown in the Dakotas for 12 years or more. There is no difference in the type between the Dakota No. 12 and our common Northwestern grown. About the only difference is the variation in price. If you want a harder type than the common, we would only recommend the Grimm. The cost would be about the same as it requires less seed to sow an acre.



Hardy Northern Common Alfalfa

Satisfied with the seed received last year.—Mr. Frank Charles, Lamshe, Ohio.

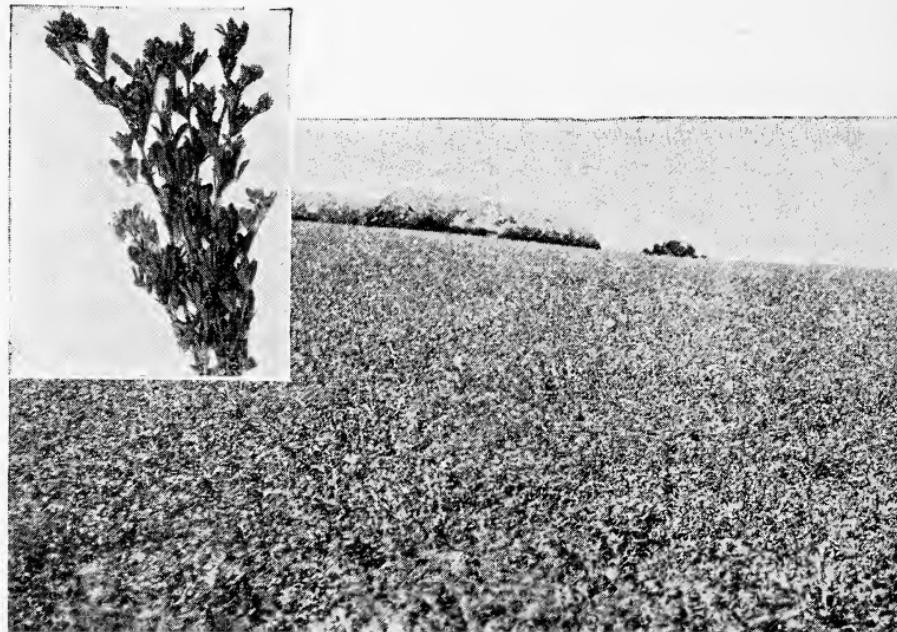
Grimm Alfalfa

There are only a few strains equal and none exceed Grimm Alfalfa in hardiness. It is the safest type to sow wherever there is trouble from winter killing. Our stocks are produced in the states of Idaho and Utah and each lot is specially guarded under the authority of state officials and shipped in sealed bags. It does not cost any more to sow the Grimm variety as it requires less seed to an acre. We recommend sowing from 10 to 12 pounds to an acre.

DISTINCTION BETWEEN GRIMM AND COMMON ALFALFA: There is a good deal of misunderstanding about the points of differences between these two alfalfas. No one character may safely be used as a distinguishing mark of either. Except in color of blossom, an individual plant of Grimm may grow and look exactly like Common, and vice-versa. In general, however, the differences are as follows:

1. Grimm has a variegated; Common, a purple blossom.
2. Common grows a little taller as a rule and, where hardy, produces more hay.
3. Grimm is hardier than Common.
4. Grimm, speaking in a very general way, has a somewhat spreading or "sprangly" root system, while Common tends to produce a deep "tap" root. Too much reliance cannot be placed on these characteristics, however, as under certain soil conditions Grimm will grow a root system of the Common type, and vice-versa. There is much variation in the root character of individual plants from the same strain.
5. Again speaking very generally, Grimm has a lower set crown than Common alfalfa. Local conditions affect this also, and it cannot be relied upon to distinguish the two strains.

The superior hardiness of Grimm is often attributed to its spreading roots or low-set crown. It is probable that both of these characters have some effect on hardiness, but more important than either is the fact that hardiness is bred into and has become an inherent character of Grimm.



Field of Grimm Alfalfa

I purchased seed from you last year and it was all I expected of any seed.—
Mr. E. A. Sheehan, Loretto, Pa.



Field of Medium Red Clover

Medium Red Clover

The most important leguminous forage and soil improving crop in the North-Central and Eastern states. It ranks next to alfalfa in feeding value and is equal to any and better than most. It will grow on any well drained fairly rich soil that has plenty of lime in it. Without lime or on hard run-down land in which the organic matter has been exhausted by bad cropping, it will not thrive.

The most common method of seeding is on winter grain, but it is also seeded with spring grain. Late summer seeding is successful in much of the southern and eastern part of the clover area. Red Clover is most often seeded with timothy, though sometimes with other grasses. With timothy, the hay of the first year's crop is mostly clover; the second year, the timothy is most heavy and after that the clover largely disappears. Of all the crops, oats is the most harmful since its heavy growth makes a shade too dense for the young clover. When seeded on Wheat the seed bed is usually in fair condition and the Clover may be sown on the ground when it is still freezing and thawing, as these processes will help to work the seed into the ground.

One successful practice is to sow half the seed in February. If there is a good stand, no more seeding is necessary; if not, the remainder of the seed is put on in April. When seeding is delayed until the surface of the ground dries, it is a good practice to harrow before and after seeding. The harrow, if set to work about an inch deep, will not hurt the Wheat. Or the seed may be put in with a drill. This latter is a better practice, since less seed is needed and it can be put in at a fairly uniform depth. It is well to seed the clover crosswise of the Wheat rows, which are best run north and south, as this enables the young Clover to get the maximum light.

If the Clover seed is sown broadcast, 10 to 15 pounds per acre are used, but if drilled, only 6 to 8 pounds are needed. There are about 250,000 Red Clover seeds in a pound and evenly scattered on an acre 1 pound will leave five seeds on every square foot, enough for a good stand if every seed makes a plant. The extra seed is merely insurance, but this is valuable insurance. The condition of seed bed and

weather are perhaps never ideal, and allowance must be made for many chances of loss. Therefore, the more seed used up to, say, 20 pounds per acre, the better chance for a stand. Too little seed is used more often than too much, and unless seed is extremely high the extra dollar or so spent per acre to insure a stand is money well invested.

Red Clover

Seeding With Spring Grain

The Clover is put in at the same time as the grain, but the grain is planted at a greater depth than the Clover. On heavy land, Clover should be placed not more than an inch deep, but on light soils $1\frac{1}{2}$ to 2 inches. The nurse crop especially, if it be Oats, should be seeded at only one-half to two-thirds the usual rate if the Clover is to have a good chance for success. The stubble of the grain also serves as a winter protection to assist in catching and holding the snow which otherwise might drift from the field and render the Clover plants more likely to be winter killed. Where a stand of Clover is badly needed and hard to get, it is better to prepare a good seed bed and sow Clover alone.

Inoculation of Red Clover

One of the most important things in Red Clover growing is inoculation. Therefore, for safety's sake, inoculate every new Clover seedling. The cost is very small compared to crop value.

Time of Cutting

If the usual practice is followed and the Clover sown with a grain nurse crop, it begins to develop rapidly after the grain is cut. If the weather is especially favorable, one cutting of hay may sometimes be made the first season. As a rule, however, it is best to only clip back the growth to check the development of the plants. It is not advisable to pasture spring seedlings the first season with sheep or hogs as they are likely to injure the young plants. Light pasturing with cattle does little or no harm. The second season usually yields two crops; both may be cut for hay, or the first for hay and the second for seed. The best hay is obtained by cutting at the period of full bloom. Earlier cutting yields hay which is much more difficult to cure to good quality but is sometimes practiced when the second crop is to be allowed to stand for seed. The secret of success in curing Clover hay lies in tedding frequently before the plants become too dry, so as to reduce the moisture content as rapidly and evenly as possible. As soon as the leaves show signs of wilting in the swath, rake into windrows, and bunch into cocks.

Growing for Seed

Weeds make it difficult to get a crop of Red Clover; they decrease the yield and decrease the value of the hay. In many sections where Clover seed production was formerly a profitable enterprise, weeds have become so prevalent as to endanger the industry. This has been due largely to the sowing of home grown seed not expertly re-cleaned. If you intend to harvest a crop of Red Clover seed, it is of special importance that you start with the very best re-cleaned seed. The demand for high-grade domestic Red Clover seed is always good.

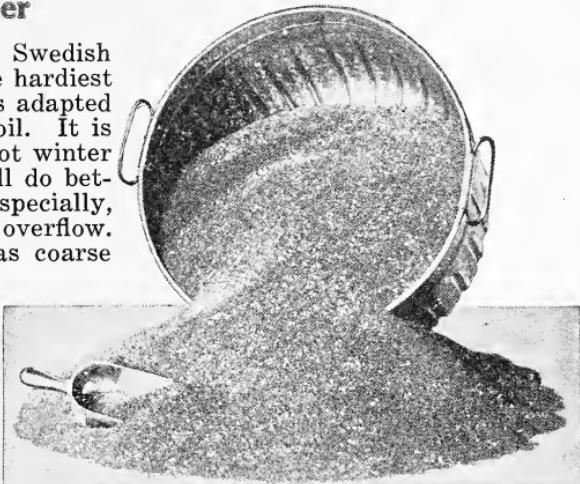
Mammoth Red Clover

This differs from Medium Red Clover in being about two weeks later to mature and in being under similar conditions larger and coarser. Only one crop of Mammoth Clover can be harvested each season, since it does not recover quickly. On low ground, the stems are likely to become woody. Its coarseness, however, makes it less valuable for hay. It is preferred for soilings and plowing under.

I ordered Alsike Clover from you and never saw a better stand—Mr. C. O. Dearborn, Route 2, Floris, Iowa.

Alsyke Clover

This is also known as Swedish Clover. It is one of the hardiest varieties known as it is adapted to most any kind of soil. It is a perennial and does not winter kill very easily. It will do better on moist wet soil, especially, where it is subject to overflow. Alsyke Clover is not as coarse as Medium or Mammoth Red Clover, it being fine stemmed, leafy and easily cured.



Alsyke Clover

WHEN GROWN FOR HAY: Alsyke is generally mixed with Red Clover and grasses such as Timothy and Red Top; on account of its spreading growth it is liable to lodge if sown alone. When sown in mixtures, the stronger growing grasses and Clovers support the Alsyke and the hay produced is of a finer quality. The common mixture is two pounds of Alsyke, eight of Red Clover and four of Timothy to the acre. When grown alone, six to eight pounds of seed should be sown to the acre.

PASTURE: Alsyke is highly esteemed for pasture on account of its high feeding value. Grazing can begin as soon as the plants have made a good start and it should never be delayed long enough to let them blossom.

White Dutch Clover

This grows in practically every part of the United States where soil conditions are suitable. It is commonly known as "White Dutch" to distinguish it from "White Sweet Clover." It is not adapted for hay, but is used chiefly for pastures and lawn purposes. It makes excellent pasture because it is high in protein contents and is relished by stock. For pasture purposes, it is very seldom sown alone except on old pasture land already well provided with grass, in which case, it is scattered well on top of the soil in early spring. It thrives under trampling and does not cause bloating. It should be sown at the rate of 6 pounds per acre. If wanted in lawns, the seed is best sown separate from the grass mixture.



White Clover

I have been sowing your seeds for the last three years and have been getting good results.—Mr. Roy S. Haines, Route 1, Beaver Springs, Pa.

The Sweet Clovers

Biennial White Blossom

The White Blossom Biennial variety is the commonest type and in the greatest demand. It will grow in almost any climate and on almost any type of soil, thriving on land too poor for Alfalfa or Red

Clover. It is a biennial, disappearing at the end of the second season, unless allowed to go to seed and reseed itself. White Blossom fits very well into the rotation scheme and may be sown with Corn at the time of cultivation or following a crop of winter grain. As hay or green forage, it ranks with Alfalfa in feeding value. At first stock seldom like it, but soon develop a preference for it, providing it is cut before it reaches the blossom stage when it becomes woody. On account of

its heavy and deep spreading root system and its ability as a nitrogen gatherer when inoculated, as a soil improver; it stands at the top of the list for use on poor soil.

SOIL AND SEEDING—Although Sweet Clover will grow on thin poor soil, deficient in organic matter, even thrive on sand, it does require lime. Before attempting to grow a crop of Sweet Clover for any purpose the soil should be tested and lime applied if needed. Like other Legumes, it does not store nitrogen unless it is inoculated with the right strain of bacteria, so Sweet Clover should always be inoculated before it is sown. If seeded alone, as is the usual practice, the land should be prepared in the same way as for any standard farm crop. The seed may be sown like Red Clover with Winter or Spring grain, or alone, either in early Spring or Mid-Summer. Sow fifteen to twenty pounds of seed per acre.

FOR PASTURE—It provides a large quantity of forage of high feeding value. It reaches the grazing stage quickly, and is benefited by close pasturing. If sown alone in early Spring, the pasture will be ready about June 1st. The more stock you turn in on it the better, for close grazing encourages the production of a constant supply of small tender shoots. If the plants grow so fast that they cannot be kept pastured down they become coarse and impalatable; should this occur, it is best to go over the field with a mower, setting the knife to cut about eight inches high. Take stock off about six weeks before frost in the fall of the first season. The following spring the second year's growth comes on very quickly and stocks may be turned in as soon as it is well under way. If a crop of hay or seed is wanted, do not pasture after the middle of June or the first of July. If it is desired to have the Sweet Clover reseed itself, remove the stock about two months before frost.

GROWING FOR HAY—It is very important to keep in mind, if Sweet Clover is grown for hay: First, the new growth of Sweet Clover comes, not from the crown of the plant as in Alfalfa, but from the side shoots from the lower part of the main stem. For this reason whenever a second growth the same season is desired, the first cutting must be made high enough to leave six or eight inches of stem to produce side shoots. For a good quality of hay, Sweet Clover must be cut early, before the plants become tough and impal-



atable. When sown in the Spring, Sweet Clover makes one cutting of hay the first season. Since the first season's growth does not tend to become so tough as the second season's, this cutting may be delayed until the plants have grown as big as they are going to. You can tell when it is time to cut by watching for the appearance of crown buds which come out shortly before growth ceases. The following season's growth will be rapid and the first cutting must be made quite early before the plants begin to blossom. June 1st is about the right time in the corn belt and at corresponding dates in other latitudes. Remember the mower knife should be set to cut about six inches above the ground or no further growth will result. A third crop of hay may be cut later in the second summer, or the third crop may be pastured, plowed under or allowed to stand for seed.

Sweet Clover hay should be handled and cured the same as Alfalfa. Being more succulent, it requires a little longer time for curing.

TO BUILD UP THE SOIL—When grown for this purpose, Sweet Clover is usually sown in mid-summer, either in Corn or following grain, and plowed under the following spring. By this time it will have made a heavy root growth, and, if inoculated at time of sowing, will have accumulated a quantity of nitrogen. Both roots and tops decompose rapidly when plowed under.

Grundy County Sweet Clover

This is a variety of Biennial that is distinctly different from the common White Sweet Clover. It grows only 3½ to 5 feet high, has somewhat finer stems and matures about 2 weeks earlier. It has no advantage over the common type for pasture or plowing under. When Grundy County is used, the second crop may be plowed under in ample time to put the land to Alfalfa that fall. The seed is very small, therefore, it does not require as much to sow an acre as to sow the common type. We recommend sowing about 12 pounds to an acre.

Yellow Biennial Sweet Clover

This variety is a biennial type like the common White Blossom and is handled in the same way. It is not as coarse as the White, therefore, it is inferior for pasture or soil improvement. It makes a smaller, finer growth, matures and produces a better quality of hay.

Hubam or Annual White Sweet Clover

This is an annual type of Sweet Clover making its entire growth the first season maturing, seeds, and then dies. As a soil builder it has no equal. It can be sown in the spring with small grain and plowed under for fertilizing the



Hubam Clover

same fall. For pasture, however, it is not to be compared with the White Biennial type. Experts say that Honey produced from it is the best of any. Sow about 15 pounds per acre.

Received your shipment of seeds O. K. Am well pleased with it.—Mr. W. J. Whitmer, Fremont, Iowa.

Lespedeza or Japan Clover

Lespedeza was brought to this country from Asia and formerly was only sown in the South where it was first introduced. It is most valuable for pasture as it will grow on almost any type of soil, thrives on dry hillsides and will even grow on poor acid soil. Lespedeza is an annual, although it may be treated as a perennial providing it is not grazed too closely in the late summer when the seed is forming as it produces an abundance of seed and reseeds itself. It can be sown with any spring grain as a nurse crop. In most Northern parts it may be grown in combination with White Clover, Red Top and other pasture grasses. The seed may be broadcasted or sown with a hand seeder. It requires 25 pounds (1 bushel) to sow an acre.

Soy Beans

For soil improvement, where quick results are wanted, the Soy Bean is the most useful legume crop. In order to add nitrogen to the soil it must, of course, be inoculated; otherwise it impoverishes the soil even more rapidly than Corn. However, if inoculated with the right bacteria, it produces in a single season a large, spreading root system covered with big nodules.

Soy Beans fit into the rotation as a cultivated crop, a grain crop or a hay crop. As a cultivated crop, they are usually grown with Corn, this combination making it possible to grow a legume for soil improvement on every acre every year, the Corn and Soy Beans being followed by small grain with Clover.

Preparing and Seeding Soy Beans

It is not safe to sow until the same time or a little later than corn. If seeded with corn, but sown separately, figure on sowing one Soy Bean grain for each grain of corn. When grown alone, Soy Beans may be sown with a grain drill or corn planter, or broadcasted. If grain drill is used, some of the spouts may be stopped up, the number of spouts closed depending on the desired space between rows; and this again depends upon the kind of equipment available for cultivation.



Soy Beans for Hay

Soy Beans are generally grown alone for hay. Seed solid or in rows. They are usually cut with a mowing machine about the time the pods begin to fill. After this, they are left on the ground until wilted, then raked up and placed in tall, loose cocks for about a week.

Manchu Soy Beans

Have ordered your seeds for the last two years. I made a big savings and well pleased with results.—Mr. Gustave Lange, Rt. 1, Box 2, West Cliff, Colo.

Soy Beans for Silage

For this, grow Soy Beans either in rows with the corn or separately as for hay and mixed with corn. Figure on about one load of Soy Beans to three loads of corn, when run through the cutter into the silo. They may be allowed to fully mature, even dry, before they are cut if used this way.

For Hogging Down

In many northern states, Soy Beans are being sown more and more with corn for hogging or sheeping down. For this purpose, they may be either broadcasted in the corn at time of last cultivation or sown with corn the same as for ensilage.

Soy Beans as a Catch Crop

Soy Beans are ideal as a catch crop—is often called the “Renters Clover” because it is the most valuable legume maturing in a single season. Can be put on the land when clover fails and will fill the purpose of the clover in the rotation.

Soy Bean Varieties

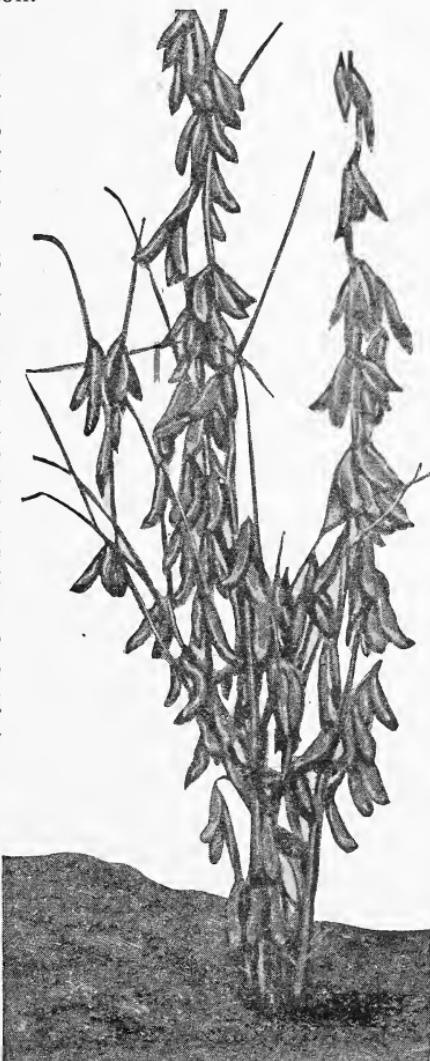
Manchu. Matures in about 110 days and is the most popular early variety. Plants erect and bushy, producing large crops of dry forage and seed. Seed light yellow with a black scar. Highly recommended.

Morse. Medium early, height 36 to 48 inches. Seed is light green color, upright in growth with medium foliage.

Midwest or Northern Hollybrook. Matures in 115 to 120 days. The most popular variety for hay, seed or ensilage wherever the seasons are long enough to mature it. Plants large and erect. Seed yellow with light brown blotch. Should not be confused with the ordinary or Southern Hollybrook which is much later.

Virginia. Matures in about 125 days. Coarse, tall and slender, with a tendency to vine if sown with corn. Does well on poor ground. A good variety for hay or ensilage. Seeds brown.

Wilson. Commonly called “Black Wilson” because the seeds are pure black. Matures in about 120 days. Plants tall and slender, ideally suited for hay and widely grown for that purpose; also for ensilage, with corn, in the southern and eastern sections of the Corn Belt.



Soy Beans

All Legumes should be Inoculated (See page 32)

Field Seed Reference Table

Weight, Measures and Amount of Field-Seed Sown to the Acre

	Pounds Per Acre	Pounds Per Bushel
Alfalfa—Broadcast	18- 22	60
Alfalfa—drilled	12- 15	60
Barley	95-110	48
Blue Grass, Ky.—for lawns.....	60-100	14
Blue Grass, Ky.—for pastures.....	20- 30	14
Blue Grass, Canada—for lawns	60-100	14
Blue Grass, Canada—for pastures.....	14- 20	14
Broom Grass	20- 30	14
Broom Corn	5- 8	48
Buckwheat	50- 60	52
Clover, Alsike—alone	5- 6	60
Clover, Alsike—in mixture	2- 4	...
Clover, Crimson	12- 15	60
Clover, Mammoth—alone	8- 12	60
Clover, Mammoth—in mixture	4- 6	...
Clover, Red—alone	8- 12	60
Clover, Red—in mixture	4- 6	...
Clover, Sweet—hulled	12- 15	60
Clover, Sweet—unhulled	25- 30	30
Clover, White	4- 8	60
Corn	7- 14	56
Corn—for silage	40- 56	56
Fescue, meadow	20- 30	24
Fescue, other varieties	28- 35	14
Hungarian—for hay	48	48
Hungarian—for seed	30	48
Kafir—drills	12- 15	56
Kafir—broadcast	50- 60	56
Lawn Grass	60-100	20
Millets—for hay	50	50
Millets—for seed	30	50
Millet—Japanese	15- 20	35
Oats	60- 80	32
Orchard Grass—for hay	21- 28	14
Orchard Grass—for seed	10- 14	14
Pasture, Mixture	30- 40	...
Peas, Canada field—broadcast	120-150	60
Peas, Canada field—with oats	75- 90	60
Peas, cow—broadcast	60- 75	60
Peas, cow—in drills.....	45- 60	60
Peas, cow—in drills with corn.....	20- 30	60
Rape—broadcast	6- 8	50
Rape—in drills	4- 5	50
Red Top—solid seed	6- 8	...
Red Top—unhulled	20- 25	14
Rye—early sown	56- 70	56
Rye—late sown	84-112	56
Rye Grass	28- 35	24
Sorghum forage—broadcast	50- 60	50
Sorghum forage—in drills	12- 15	50
Sorghum syrup	8- 10	50
Soy Beans—broadcast	60- 90	60
Soy Beans—in drills	30- 45	60
Soy Beans—in drills with corn.....	15- 20	60
Sudan Grass—broadcast	20- 25	40
Sudan Grass—in drills.....	6- 10	40
Sunflower	6- 8	24
Timothy	11- 15	45
Timothy and Clover Mixed.....	10- 12	45
Vetch, Winter Hairy	40- 60	60

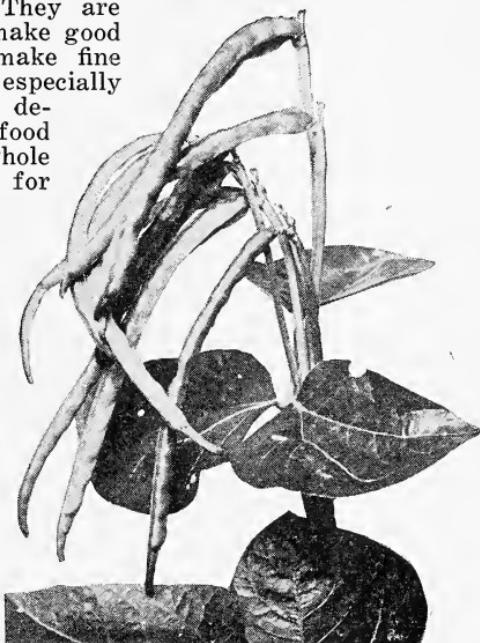
The Prime Alfalfa I received of you produced a good stand.—Mr. W. James, Richards, Mo.

Cow Peas

Cow Peas, being legumes, have the same ability to improve the soil as do clovers and alfalfa. They are easily planted, easily grown, make good pasture, can be fed green, make fine hay and excellent ensilage, especially when planted with corn. The decaying roots and stems add food value to the soil and the whole vines are often turned under for fertilizer.

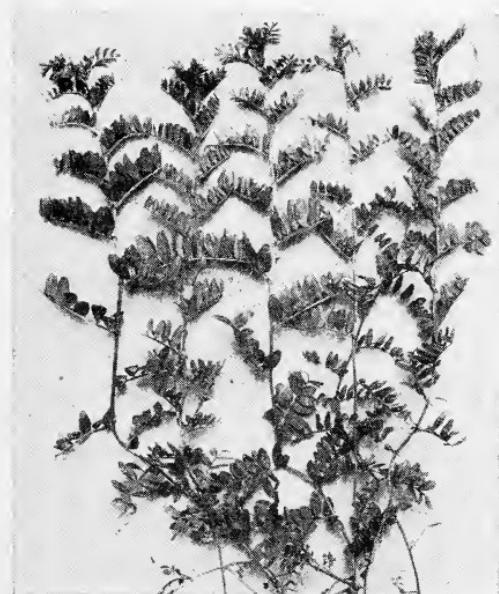
Whip-Poor-Will

This is a soil enriching legume about which too little is known. The Whip-Poor-Will is an early variety maturing in about 90 days. Cow Peas, ripe, are valuable either as human food or food for stock. The vines make the finest kind of hay green, and are eaten by stock; are an excellent silo filler and may be pastured by hogs or cattle. Do not plant until the ground is warm. For pasture, hay or soiling, broadcast or drill with a grain drill at the rate of one bushel per acre. For seed sow in rows 36 inches apart and cultivate.



Cow Peas

Hairy Vetch



Vetch

cured as dry hay. Sow in drills, using 30 pounds per acre.

A wonderful forage or pasture plant. Also called Winter Vetch. This useful plant is noted for its extreme hardiness and is valuable for forage and fertilizing purposes. It is an annual, but drops its seeds freely and will come up year after year on the same ground. The Department of Agriculture estimates the value of an acre of Vetch plowed under equivalent to \$16.00 worth of commercial fertilizer. A sowing made in August or September covers the ground before winter, prevents washing during winter and early spring. It can also be sown in April and will be ready to cut by the middle of July, the second growth affording excellent hog pasture during the summer. The yield of forage varies from 10 to 15 tons per acre, equal to 3 to 4 when

I am well satisfied with the Alfalfa purchased from you last year.—Mr. Fritz J. Hohnstadt, Rt. No. 5, Box 80, St. Peter, Minn.

Timothy

One of the most useful and valuable grasses; of wonderful nutritive value and unusually productive, the seed being very small and produced in great abundance, makes it the most economical of grasses. Extremely hardy; seldom winter-kills and stands heat and cold equally well. Sow 10 to 12 pounds to the acre.

Although Timothy contains only a moderate amount of nutrients, it is a very valuable feed because of its palatability, its laxative effect and the fact that it will not injure stock regardless how much is eaten.

Soil and Climatic Needs



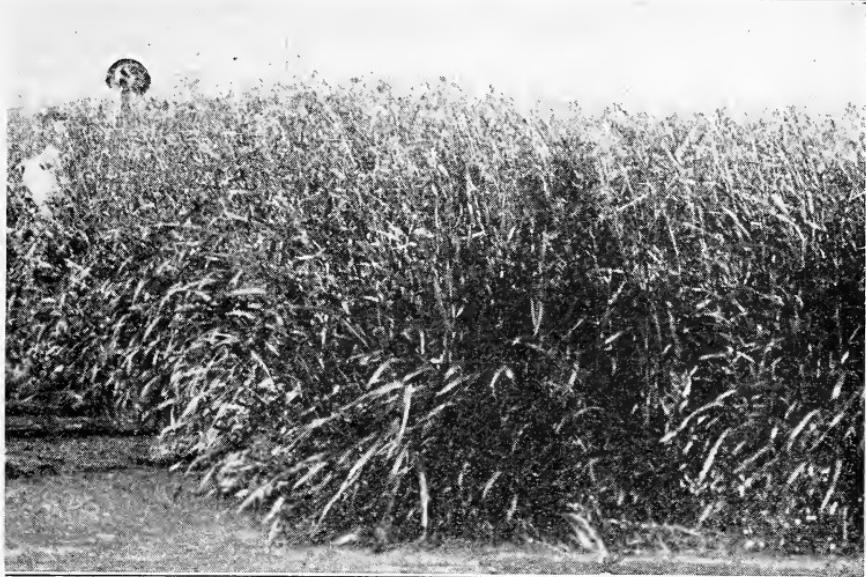
Timothy belongs in cool and temperate climates. Can be grown as far north as the Arctic Circle. Because of a rather weak and shallow root system, it must have moisture in fair supply and within easy reach. Rich bottom lands, therefore, and the heavier types of soils, produce the best Timothy crops. Will not do well on thin or sandy land. Prefers a sweet soil but does not need as much lime as clover.

Red Clover and Timothy Mixed

It is very often advantageous to seed Red Clover in a mixture with Timothy. It will usually insure a better succession of good pasture than would the use of a single crop. The practice of adding Alsike Clover to this mixture is increasing. Whenever any difficulty is experienced in getting a stand of Red Clover, it is a good plan to replace half the Red Clover with an equal weight of Alsike Clover seed. While Alsike Clover will not yield as heavily as Red Clover when the latter does well, it is more certain to catch on soils which are poor in lime. In the winter Wheat section, except in the south, the Timothy is seeded with the Wheat and the Clover on Wheat the next spring. In the spring Wheat section, the Timothy is seeded with the Red Clover at the same time the Wheat is sown, mixing about 10 to 12 pounds of Timothy with 8 of Red Clover or of Red Clover and Alsike Clover to an acre.

Timothy and Alsike Mixed

The mixture we offer of these two desirable grasses is blended in such proportions as years of experience have shown to give the most desirable combination. Since Alsike reaches the best state for hay at about the same time as Timothy, this mixture is preferred by many farmers to the combination of Red Clover and Timothy. One great advantage of this mixture is that they are both perennial and make a better combination of most any other two. It requires 12 pounds of this mixture to sow an acre.



Sudan Grass

Sudan Grass

Sudan Grass is a quick-growing annual grass requiring a little longer growing season than the Millets but attaining a greater height and producing a considerably heavier yield of forage. Throughout the Corn Belt it is the most valuable grass catch crop, used for hay, pasture and occasionally for silage. It may be grown wherever Soy Beans thrive. It requires a fairly rich, loamy soil, prepared as for the Millets, but is more resistant to drought and is the most dependable pasture crop during dry weather. As hay it is fully equal to Timothy and is relished by stock.

The seed should not be sown until the soil is thoroughly warm; it is safest to wait until about two weeks after Corn planting time. Good results are obtained from seedings made any time from then on up to the first week in July in the general latitude of the Corn Belt.

Kentucky Blue Grass

Will outlive any other grasses for pasture or lawn, but should not be cut or pastured too closely in extremely hot, dry weather. The seed is slow in germinating, therefore, it is advisable to plant with other varieties of quicker growing habits. Makes a sweet and nutritious pasture for all stock.

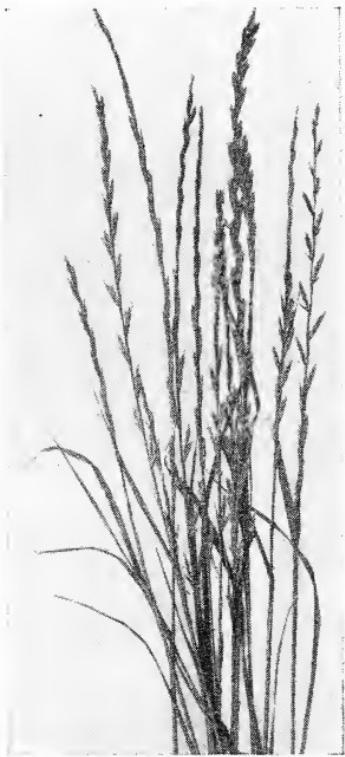


Kentucky Blue Grass

All Legumes should be Inoculated (See page 32)

Italian Rye Grass

A very quick growing grass and for that reason makes an excellent pasture. Thrives on rich, moist land where from three to four cuttings may be made in a season. Will stand close pasturage.



Italian Rye Grass



Meadow Fescue

English Blue Grass or Meadow Fescue

A very useful grass for permanent pasture. Makes excellent hay, succeeds even in poor soil; will endure severe freezing. Cattle thrive on it whether it is dry or green.

Red Top

As a hay crop Red Top is next to Timothy in importance. It will do the best on rather moist soil, but will thrive on most any soil. It is a good variety to sow with Timothy or Clover for meadow or pasture, and is more permanent than either of the other two.

**20 TONS OF ALFALFA FROM
5 ACRES**

Dear Sirs: We have five acres of alfalfa that has cut twenty tons of hay each year for two years. Bought the seed of your company and it is on non-irrigated land. We like your seed fine and expect to send for some more.

—Chas. A. Brown, Ainsworth, Neb.

SAVED \$10.00 ON ORDER

Dear Sirs: Will say that timothy and clover I bought of you was A No. 1, also the sudan made fine crop, saved \$10 on the order. Will boost Standard Seed Co. first and last.

—John R. Field, Houstania, Mo.



Red Top

Have used your seeds a number of years and have always made a good savings.—Mr. Chas. D. Jackson, Nash, Okla.

Orchard Grass

Is an early fibrous rooted perennial. Its rapid growth makes it very desirable for pasture. Withstands droughts better than most grasses. Will thrive in the shade such as in orchards and lanes. When closely cropped it grows up quickly, and is ready for grazing again in 10 to 12 days.

Permanent Pasture Mixture

This is a blend of the most desirable grasses in proper proportions with the object of insuring not only abundant pasture but maintaining same for the longest possible time.



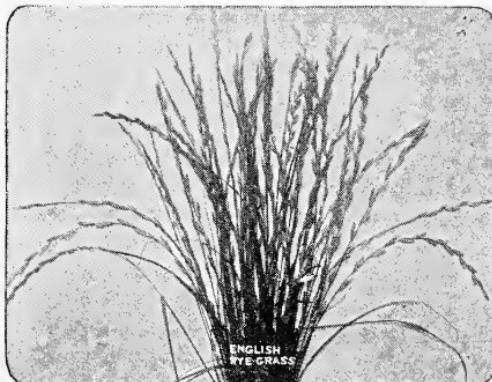
Orchard Grass



Bromus Inermis

English Rye Grass

An excellent grass for permanent or temporary pasture. The hay is relished by all kinds of stock and will stand close pasturing.



ENGLISH
RYE-GRASS

GOT CHOICE FOR PRICE OF PRIME

Dear Sirs: The seed I got from you came up well and I got choice from you for what the merchants wanted for prime seed and return sacks to them. I saved the difference between prime and choice seeds in buying from you.

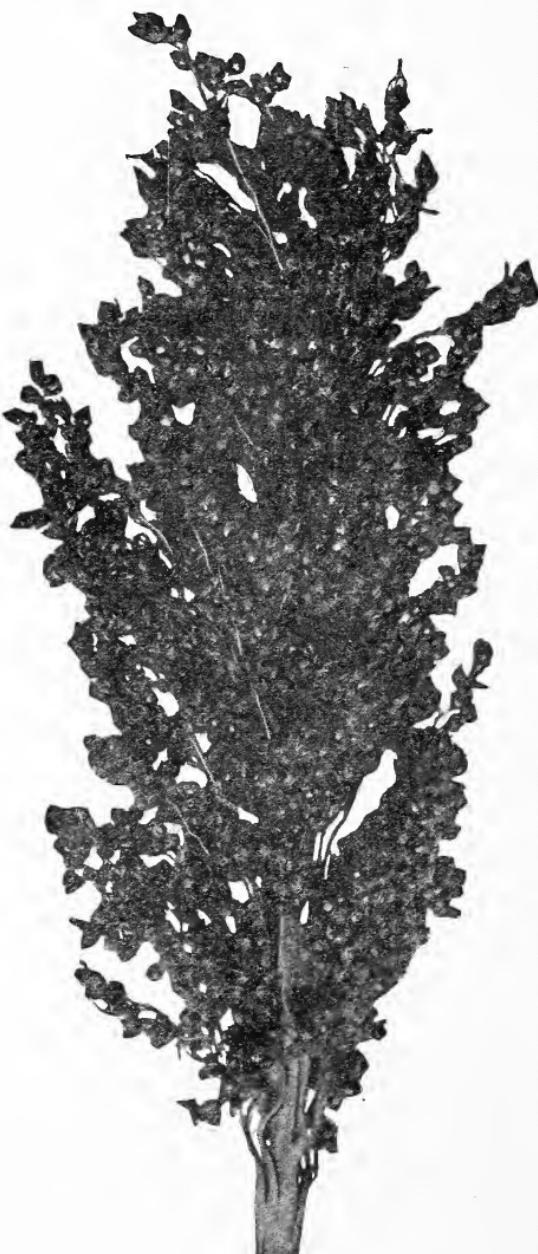
—C. E. Ballard, Kingsville, Mo.

Your Prime Red Clover gave good results. Send us five bushels more.—Mr. H. W. Hutchens, Hodkinville, N. C.

Cane Seed

Saccharine Sorghum (For Fodder)

As a soiling crop, sorghum will always prove of great value, since at least two crops can be obtained from one sowing. Milch cows are exceptionally fond of sorghum. It is excellent for milk production and a given area furnishes a large quantity of succulent food. An acre of sorghum yielding 15 tons of green forage would feed 50 head of stock for 10 days. It should be fed sparingly at first, to avoid bloating. As a fodder crop it furnishes an enormous amount of feed. Sorghum outyields fodder corn, producing a richer and more nutritious feed of greater value. Thus it will be seen that utilized as a pasture, as a soiling and fodder crop, it may be made to furnish feed nearly the whole year round.



Amber Cane

Black Amber

The old standard variety especially adapted to the states north of Kansas where early maturity is of importance.

Red Amber

A comparatively new variety brought from Australia. A little later than the Black Amber but more leafy and sweeter.

Kansas Orange

A heavy yielding variety grown for forage, silage, seed, and syrup. It is rather late in maturing seed as it takes from 100 to 110 days.

Red Top or Sumac

Grown very extensively in Texas, Oklahoma, and southwestern Kansas for fodder. The plants are stocky, very leafy, and sweet. The seeds are small and therefore a bushel will plant a large acreage.

Sourless

A variety in western Kansas. It is similar to the Kansas Orange, not quite so sweet, but less likely to sour.

Clover received from you last year done so well that I am pleased with the results.—Mr. H. M. Wheeler, Oskaloosa, Kansas.

Millets

Millets today are occupying a much more important place in farm economy than ever. They constitute one of the best "catch crops" we have. Can be sown later than almost anything else and will give very fair returns under the most adverse conditions. We strongly recommend every farmer to include a quantity of Millet with his order, so as to have some of the seed on hand in case an opportunity offers where it can be used profitably.

Siberian Millet

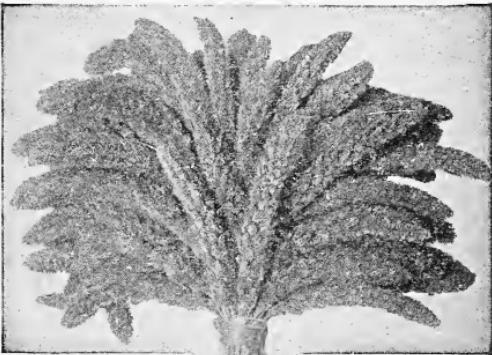
A very fine variety of millet, also hailing from Russia. Unusually early, extremely hardy and withstands drought. The plant shows a remarkable stooling habit, as many as thirty to forty stalks frequently grown from one seed.

Common Millet

Grows an exceptionally sweet and palatable hay. Will thrive on almost any soil; attains a height of from four to five feet and is usually drought resistant, producing a fair crop on even poor soils.

Japanese Millet

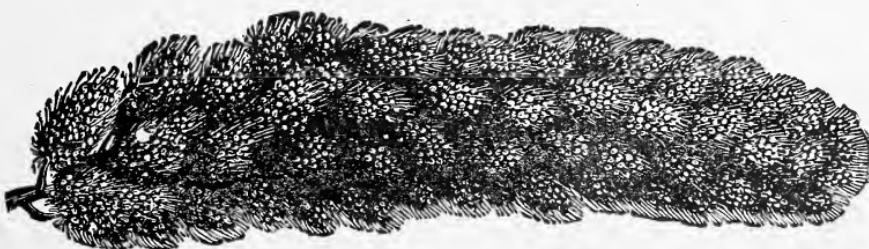
This is entirely distinct from other varieties of millet both in habit of growth and character of seed. On account of its great value, it has sometimes been called "Billion-Dollar Grass." Will grow from six to nine feet high, stands up remarkably well and yields enormous crops.



Millet

Golden, Liberty or German Millet

Under favorable conditions the Golden Millet will undoubtedly produce the heaviest yield of hay per acre. It grows very densely and is an excellent cleaning crop.



German Millet

Bought two bushel of Red Clover last Spring, am well pleased with the results.—Mr. Herman Wesseln, Duquoin, Illinois.



Field of Kaffir Corn

Kaffir Corn

Makes excellent fodder, either green or cured. Stalks will grow four to five feet high, are very leafy, and highly relished by all stock. If grown for seed, will generally yield from 35 to 50 bushels per acre. If grown for grain, sow in rows three feet apart, three to five pounds of seed per acre, and for fodder, broadcast at the rate of 1½ to 2 bushels per acre.

Red Kaffir

Taller than the white. Stalks are more slender but juicy and leafy. The seed is small, rather hard and brittle. Does well on poor land and ripens a little earlier than the white.

Dwarf Black Hull White Kaffir

Has several advantages over the Standard. Being a dwarf, it is better adapted to withstand dry weather and, moreover, can be harvested with a grain header.

Feterita

This is a comparatively new grain, belonging to the Sorghum family, and introduced from Africa by the United States Department of Agriculture, has made rapid progress. A wonderful drought resister, early and heavy yielding, and seems to be immune to attacks of insect pests. If grown for the production of grain, should be sown in rows at the rate of 3 to 8 pounds per acre and cultivated, while if sown for fodder, should be broadcast at the rate of 1½ to 2 bushels per acre.

Am more than pleased with your seeds.—Mr. Geo. Scarborough, Fitzpatrick, West Virginia.

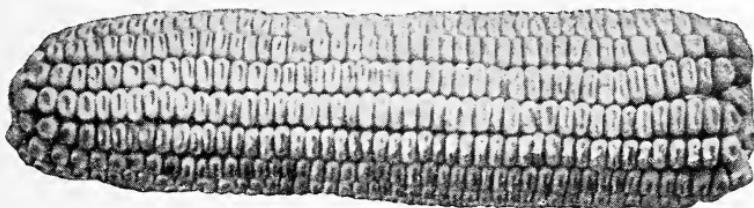
Seed Corn

Corn has repeatedly demonstrated its value as a sure crop; be sure to plant a good acreage next season and use only the reliable and tested **Standard** Brand. Seed Corn is a specialty with us. We handle practically major varieties and every lot is tested after being shelled and before shipment.

Yellow Varieties

Pride of the North

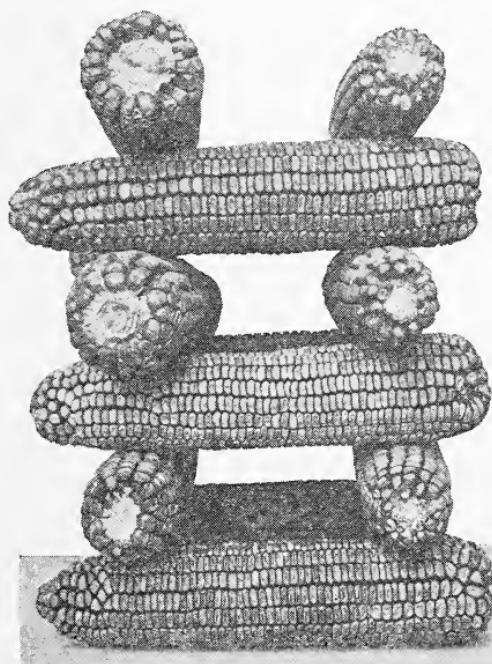
84-Day Yellow Dent. Bright red cob, ears medium size with deep kernel. Many of the stalks have two good ears. Our customers who used it are well pleased with the results.



Pride of the North

Reid's Yellow Dent

Robert Reid, after whom the corn was named, had been growing a variety known as Gordon Hopkins, which he had brought from Ohio to Illinois. He had a very poor stand and replanted the missing hills with a local grown small yellow variety. The cross thus obtained was the beginning of the Reid's Yellow Dent we know today.



Reid's Yellow Dent

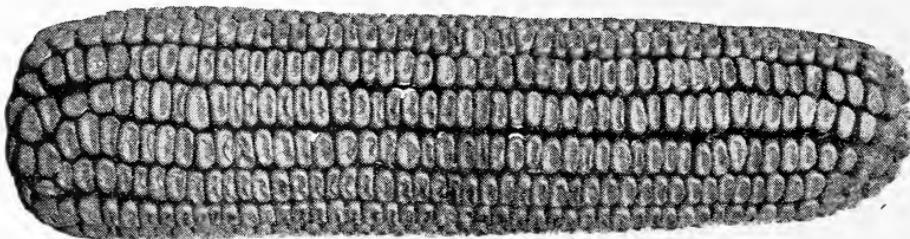
Improved Leaming

(90 days). This is one of the earliest yellow dent corns in cultivation, ripening in 90 to 100 days from planting, surpassing the yellow Canada and flint varieties in earliness, productiveness and quality.

Iowa Gold Mine

(90 days). It is early, ears of good size and symmetrical; color bright golden yellow; grains very deep; cob small, and therefore dries out very quickly.

I had splendid results from your grass seed, therefore, I am ordering again.
—Mr. E. H. Dilley, Oakland, Maryland.



Golden Beauty

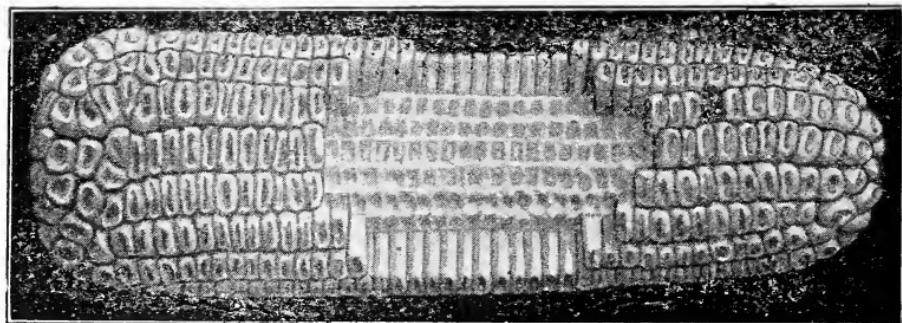
Golden Beauty

(100 days). Surpasses all in size and beauty of grain. The ears are of perfect shape with from ten to fourteen straight rows of bright golden yellow grains, remarkable in size and filled out completely to the extreme end of the cob. The richness of color and fine quality of grain make it vastly superior for grinding into meal. The grains are not of a hard, flinty nature, neither are they so soft as to be greatly shriveled.

White Varieties

Pride of Saline

Medium early, like Silver Mine. Ears are medium sized, and corn is pearly white, medium short, rectangular in shape and hard. A sure money maker—one of the highest yielding varieties. Especially recommended for those localities whose soil and climate are not the best for corn growing.



Iowa Silver Mine

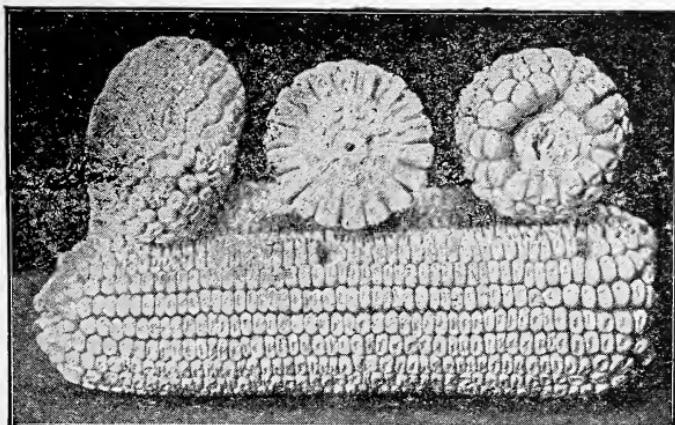
Iowa Silver Mine

The National White Corn. A remarkable drought resister and under adverse conditions seems to pull through and make a crop where other varieties fail. Silver Mine is deep grained, pure white, rough-topped, with a small, white cob. Ears run from 9 to 12 inches long, with 16 to 20 rows of pure white kernels. Stalks medium height, very leafy, with broad blades, frequently bearing two ears weighing 1 to 1½ pounds each. Iowa Silver Mine has probably taken as many sweepstakes and first premiums as any corn in existence.

Boone County White

Boone County is a very large white corn, something like Silver Mine, but larger and later in maturing. Ears well filled out at both ends, cylindrical 9 to 11 inches long, averaging 20 rows, some 18 to 22. Grain very deep, a little rough. Cobs white, of medium size. Matures in 110 to 120 days.

Bought Alfalfa from you last Spring; more than satisfied with seed.—Mr. C. B. Reynolds, Kearney, Nebraska.



St. Charles White

St. Charles White

The St. Charles White is a pure variety of white corn set on a red cob, and this corn appears to make a finer and better grade for milling purposes and for corn meal than almost any other sort. The ears are usually 8 to 10 inches long, 16 to 18 rows of deep, broad kernels being rounding. The stalks grow from 7 to 8 feet high and have broad succulent blades, thus making it very desirable for fodder or for ensilage purposes.

Improved Hickory King

Largest grains of any white variety. Matures early and very productive. Ears set low, are of large size, well filled, very deep grained. Produces well, even on light land.

Red Varieties

Bloody Butcher

(100 days). A better drought resister than any other variety. Has perfect shaped, long ears; grain is deep red, occasionally appearing with a yellow tip. Type not entirely fixed.

Squaw Corn

A pronounced dwarf variety which resists drought extremely well. Early. Has small ears and kernels are blue or white and blue. Fine for western Kansas, Oklahoma and Texas.

Calico

(100 days). The old fashioned red, white and yellow, originally obtained by breeding together vigorous red, white and yellow types, the kernels showing stripes of all three colors. Large ears, deep grains and small cob.



Victory Oats

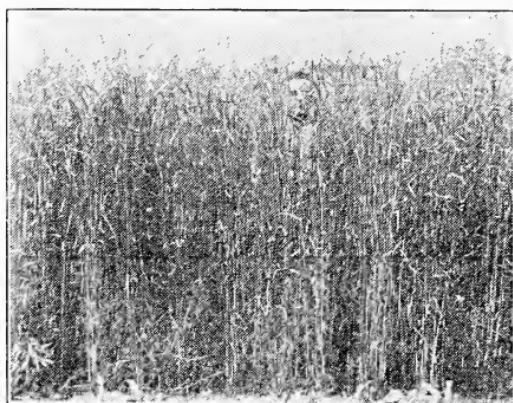
Oats

Victory Oats

An improved oat of the Swedish Select type, produced by the famous Swedish grain breeding station, and brought to this country a few years ago. We are listing it instead of the old Swedish Select as it is giving so much better results. It is now perhaps the most popular variety throughout the Central and Northern States, and has proved itself to be a wonderful yielder, with stiff straw, drought and rust resistant and medium early. In the past year or two many yields of seventy to one hundred bushels to the acre have been reported. The grain is exceedingly plump and heavy.

Red Texas

Largely grown in this section; it is a heavy yielder and sure cropper and entirely rust-proof, makes a very heavy grain. The stock in this variety is Kansas grown from stock obtained from Texas which will, we are sure, prove satisfactory.

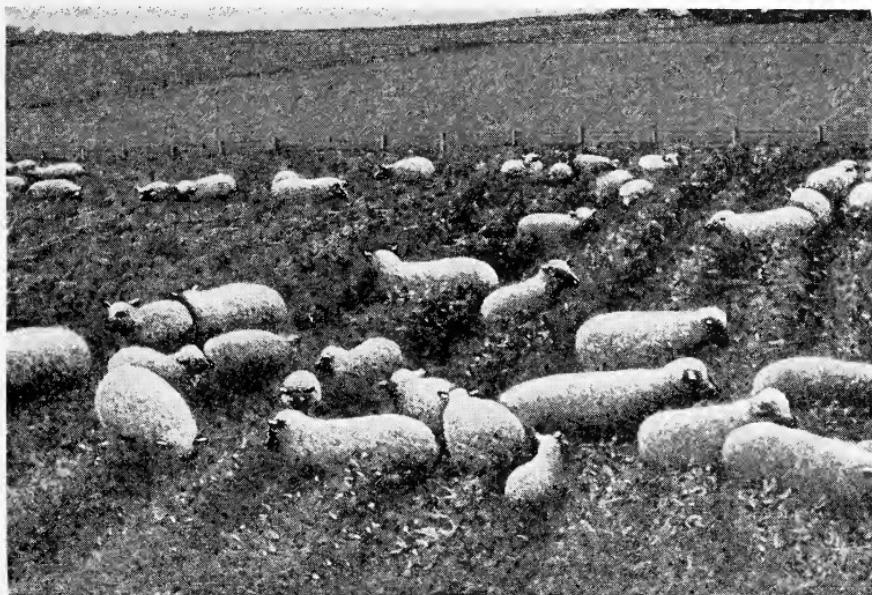


Spring Rye

Your seeds satisfactory and at a big savings.—Mr. John G. Harris, Huntsville, Missouri.

Spring Rye

Spring Rye is one of our most valuable crops, and is available for a number of uses. On light, poor soil it is the only small grain crop that will produce profitably. Sown late in the season, it makes an excellent hay crop, and may also be sown and used as hog or sheep pasture.



Field of Rape

Rape

Rape can be put to quite a number of uses. It may be sown alone as a spring crop to provide early pasture. It may be sown with spring grain to provide fall pasture after the grain is cut. In this latter case it is better sown after the grain is up and the ground dragged immediately after sowing to cover the seed. As it is a common practice to drag or weed our grain crops after they are up, the sowing of rape at this time can be easily done. Rape may also be sown just before the last cultivation of corn to provide fall feed and increase the yield of feed per acre, or Rape may be sown with Fall Rye to provide fall pasture.

Dwarf Essex Rape

This plant, which is related to the rutabaga family is one of the very best forage plants for pasturing cattle, hogs, or sheep, as well as for silo filling. Thrives best in low moist soil such as slough, lake bed or a coulee bottom. In such places it will produce a tremendous quantity of feed, growing out as fast as it is eaten off.



Buckwheat

An excellent catch-crop, develops very rapidly. Useful either for hay or if allowed to mature gives an excellent grain crop which is much in demand for both poultry feeding and household use.

Japanese

The best variety for the Northwest. Produces its seed earlier, resists drouth and is very dependable.

Silverhull

While not quite so early as Japanese, is preferred by millers as it makes a whiter, better and more nutritious flour. A nice variety to sow where bees are kept.

Here's Proof that You too Can Make More Money With Standard Seeds

Saved \$8.00 on 100 Pounds Alfalfa

Dear Sirs: I ordered Alfalfa seed from you two years ago. Was well pleased with them. Saved \$8.00 on 100 pounds.

—T. A. Parsley, Lead Hill, Ark.

Dear Sirs: I received my seed and am sure well pleased with them. Also, with the seed I got from you last year. Two of my neighbors are going to send you an order. I gave them your price list and address. Thanking you for your excellent service, I am, Respectfully yours,

—J. A. Swafford, High, Arkansas.

Neighbors Never Saw Better Seed

Dear Sirs: The Clover seed I got from you last year was just fine. Come up so good and did well. Was such clean nice seed. I sure saved several dollars by getting from you. Will get from you in the Spring again. My neighbors said they never seen nicer seed than what you sent to me and so cheap.

—Annie Denny, Lathrop, Mo.

Standard Seeds Cost Less

Dear Sirs: Can say that the seeds I have ordered from you give good results and can buy them cheaper from you than any company that I have bought from. I will send in an order inside of the next 60 days for White Clover, Blue Grass and Red Top.

—Jesse Griffith, Lutie, Mo.

Says Seed Was Clean

Dear Sirs: I have bought Sweet Clover seed from you the past few years and expect to buy from you this spring. I got a good stand of Sweet Clover and like the seed. It was so clean. I would like to receive one of your catalogs. With best wishes and a Merry Xmas from

—Eugene Spencer, Edina, Mo.

Saved 20% on Standard Seeds

Dear Sirs: I have bought seed from you several times and have found them very satisfactory. They produced well, and I think I saved 20% on the cost by buying from you direct. Should be glad to have your catalogue.

—W. B. Stewart, Doniphan, Mo.

Saved 10% and More

Dear Sirs: I am in receipt of yours of recent date. Will be very glad to get a complete catalogue. Your seeds have always done well at a saving of 10% or more. Respectfully yours,

—Fred J. L. Bauer, Humansville, Mo., R. 2.

Saved 40% on Clover

Gentlemen: Must say the Clover seed I bought from you was excellent. I obtained a good stand and saved about 40% compared with retail prices here. I am enclosing a picture of my two children on our farm home.

—Carl E. Oldham, Crisp, Mo.

Saved Several Dollars Per Bushel

Dear Sirs: Your seeds are fine, every seed seemed to grow. I bought of you several years and I certainly am pleased with them and they are much cheaper than elsewhere. Saved several dollars a bushel on them.

—S. M. Stewart, Lawson, Mo.

Saved \$2.50 Per Bushel on Alfalfa

Dear Sirs: I bought 3 bushels of your Extra Fancy Alfalfa seed last August at a saving of \$2.50 per bushel. I sowed the seed August 18th and will say I never saw a better stand. Having bought seeds from you before at a saving, I feel that I need not look further for seeds in the future. The prices are right and the quality equal to any of the seed houses I have ever dealt with. Wishing you continued success, I am,

—A. J. Holaday, Edgerton, Mo.

Seeds Proved Extra Good

Dear Sirs: I do not want any samples. What seed I bought of you proved to be extra good. Would like to have your price list. Will show it to the neighbors as they want some seed.

—J. W. Scrape, Blytheville, Ark.

Satisfactory for Four Years

Dear Sirs: I have been buying my Clover and Grass and Alfalfa seed from you for the past four years. They have given satisfaction in every way. I get four cuttings of Alfalfa a season and the yield is fine. I cut 15 tons of Alfalfa hay from 13 acres the first cutting last Spring. The Timothy and Clover was as fine as I ever saw. I always have a good word for your seed. I saved 25% to 40% on the price of seed by ordering from you.

—W. B. Holt, Crocker, Mo.

\$3.50 Per Bushel Saved on Clover

Dear Sirs: In answer to your letter regarding seeds purchased from you I will say I got the best stand of Sweet Clover I ever saw. After cutting my wheat, I pastured horses and cattle on it until after it froze, without any other feed. The seed would cost me \$10.50 per bushel here, so I saved \$3.50 per bushel. I will be interested in both Sweet and Red Clover this Spring, so please send me samples and price list. Thanking you for past favors, I am, Respectfully,

—J. O. Bryant, Alexandria, Mo., R. 1.

Made a Wonderful Crop

Dear Sirs: I am in receipt of your letter of the 7th. In reply will say that the seed that I bought from you in the last four seasons, Alfalfa, Milo Maize-Red Kaffir have all been very good, well cleaned and grew well. The Red Kaffir this year made a wonderful crop.

—M. E. Gray, Belvidere, Nebr.

Dear Sirs: I had good success with seeds I purchased from you last year.

—R. W. Harris, Macedonia, Ia.

All Legumes should be Inoculated (See page 32)

Standard Seed Company

15 East Fifth Street

Kansas City, Missouri

DICKINSON'S HUMUS INOCULATION

"Dry" Form

Now you can inoculate your alfalfa, clover, soybean or other legume seed without the use of water and still be sure of a growth of soil-improving root-nodules as full and vigorous as was formerly possible to obtain only by the use of bottle or "jelly" type cultures.

Dickinson's New Humus Inoculation has been perfected after careful study and experiment in the country's largest commercial soil bacteriological laboratory. Each culture contains millions of vigorous root-nodule bacteria living in a specially blended humus substance which can be mixed with the seed dry, just as it comes from the can. Every can contains plenty of culture material to fully inoculate the quantity of seed for which it is intended.

Buy your Dickinson' Humus Inoculation when you buy your seed so as to be sure to have it at hand when you are ready to sow.

QUICK—EASY—SURE

Full directions are printed on the label. No skill or experience is required to get good results with Dickinson's Humus Inoculation. It is safe and easy to use and produces sure results at a cost of only a few cents per acre. Only a few minutes are required to inoculate the seed which can then be sown immediately. Many growers now prefer Dickinson's Humus Inoculation because of its handy form and ease with which it is used.

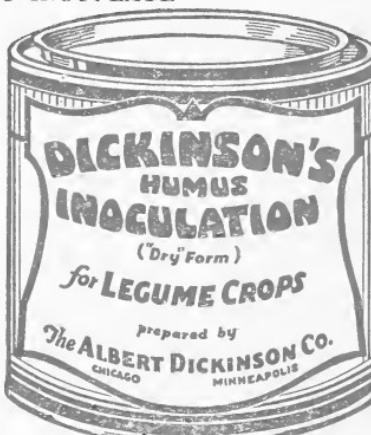
IT PAYS TO INOCULATE

1 Insures Better Stands. The legume crops require plenty of nitrogen in their early growth. Inoculation makes an ample supply available.

2 Insures Bigger Crops. Inoculation by increasing available plant food promotes the most vigorous growth and produces bigger crops.

3 Increases Value of Crop for Feeding. By feeding nitrogen to plants, their protein content and, hence, their feed value, is greatly increased.

4 Adds Fertility to Soil. Inoculation provides plenty of nitrogen for the crop and, when it is turned under, adds to the soil an average of 100 lbs. of nitrogen per acre.



FOR CLOVER AND ALFALFA

½ bushel size Inoculates	30 lbs. seed.....	\$0.50
1 bushel size Inoculates	60 lbs. seed.....	.75
3-1 bushel size Inoculates	180 lbs. seed.....	2.00
5-1 bushel size Inoculates	360 lbs. seed.....	3.50

FOR SOY BEANS, COW PEAS, VETCH AND OTHER PEAS AND BEANS

1 bushel size Inoculates	60 lbs. seed.....	\$0.50
2 bushel size Inoculates	120 lbs. seed.....	1.00
5 bushel size Inoculates	300 lbs. seed.....	1.50

Always state kind of seed you wish to inoculate